



# Cell Phone Only Households

## Analysis of the Canadian Market

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# Introduction



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As an increasing proportion of Canadian households cut their landline and opt for cell phones instead, it is important to examine this growing demographic. For the fifth year in a row, the MTM has incorporated a Cell Phone Only (CPO) Household sample into its research.

This report provides an overview of the Canadian CPO Individual (COI) with respect to demographics, technology ownership, online activities and media use. It compares this group to cell phone owners who have a landline phone as well.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the survey unless otherwise noted.\*